

Han-Yi Hsieh

UI/Digital Designer

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hanyi-design.framer.website

Key Skills

Design

- Web & UI/UX Design
- Wireframing & Prototyping
- Information Architecture & User Flows
- Design Systems & Component-Based Design
- Usability & Visual Hierarchy

Tools

- Figma
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Webflow, Framer, Elementor
- Basic HTML & CSS

Soft Skills

- Cross-functional Collaboration
- Problem Solving & User-Focused Thinking
- Multi-project Management & Adaptability

Education

B.A. Industrial Design

National Yunlin University of Science and Technology

Sep. 2013 – Jun. 2017

Language

English (B2–C1)

Mandarin (Native)

Profile

Digital Designer with over five years of experience, specialising in web and UI design. Skilled in translating user needs and brand direction into clear, responsive layouts and intuitive interfaces. Experienced in designing websites and UI components using Figma, with a strong focus on usability, visual hierarchy, and consistency. Detail-oriented and collaborative, with a growing focus on creating user-centred digital experiences.

Experience

Digital Designer (Volunteer)

Almpower, Remote, USA | Jan. 2026 – Present

- Improved the clarity and structure of a web-based AI tool by refining information hierarchy and user flows.
- Created user-focused designs in Figma, contributing to a more intuitive and engaging digital experience.

Digital Designer (UI-focused)

Freelance | Remote | Aug 2023 – Present

- Designed a festival website serving 16,000+ users, improving navigation and user flows to enhance usability.
- Designed responsive websites for cultural and design clients, ensuring consistency across breakpoints and devices.
- Created wireframes and high-fidelity layouts in Figma, translating client requirements into clear and user-friendly interfaces.
- Delivered digital assets aligned with overall website experience and visual consistency.

Graphic Designer

OurTheatre | Chiayi Taiwan | Apr. 2021 – Jul. 2023

- Designed campaign visuals contributing to sold-out performances.
- Increased social engagement by 20% by refining web visuals and improving content clarity.
- Built and maintained an event website using Elementor, ensuring responsive performance across devices.
- Collaborated with marketing and production teams to deliver cohesive digital and print assets.

Graphic Designer

IceFresh | Remote, Taiwan | Mar. 2020 – Mar. 2021

- Designed digital ad creatives contributing to a 15% sales increase.
- Created packaging designs leading to a 10% boost in product sales.
- Adapted assets across retail and digital channels to maintain brand consistency and customer experience.